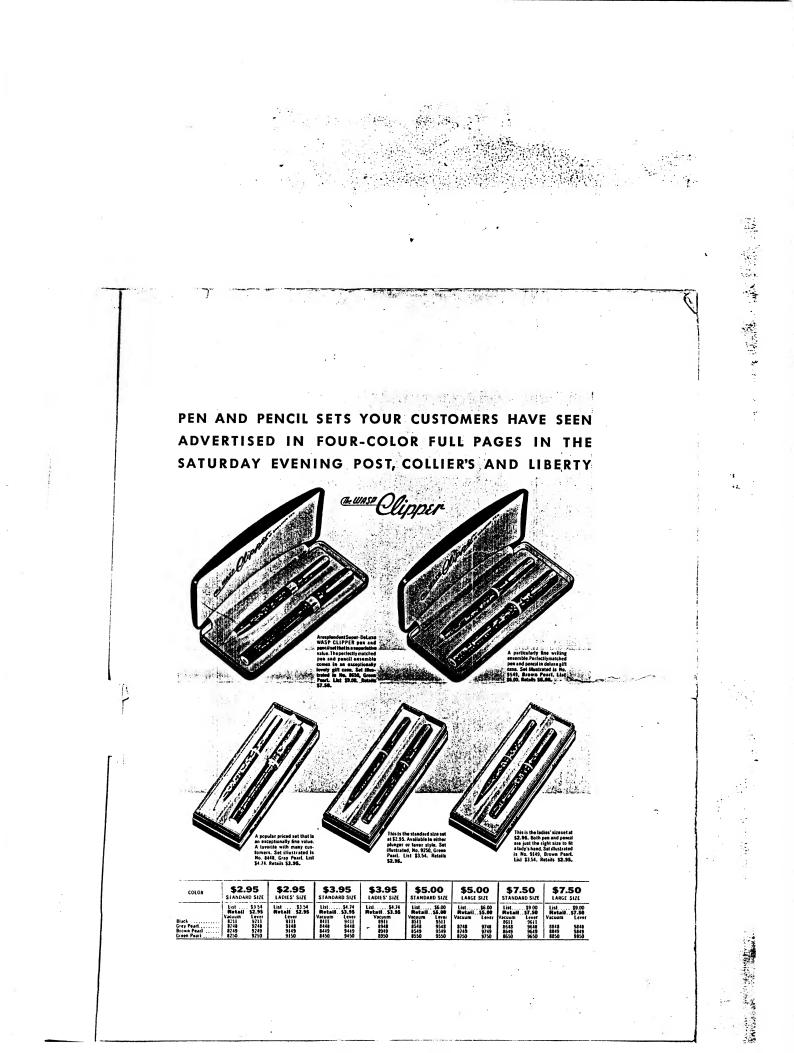
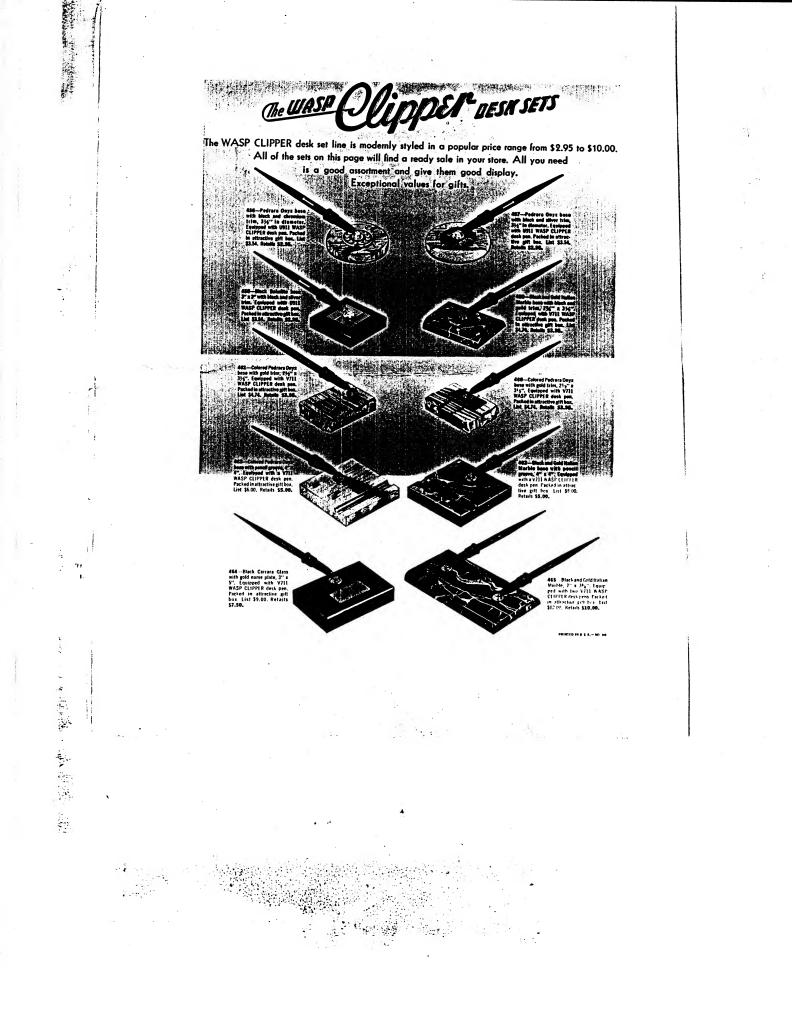


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WASP E-O-Way PEN SETS

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## **USERS WRITE FOR 2c A MONTH!** SIGN A DAY'S CORRESPONDENCE WITHOUT A STOP!

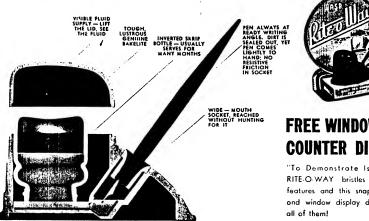
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Here's a new starter from "America's Pen Capital" that opens a huge new profit door because whole offices, not single desks, are equipping. As significant in its field as were adding machines and telephones, RITE-O-WAY takes office writing out of the Dark Ages, modernizes it, makes it practically automatic.

Time studies show that old style reach as : dip writing causes error and wastes salaries months of time each year in every which. RITE-O-WAY cuts reach and dip 11-16-3 desk work, writes pages without a starter cost. error by permitting concentration on the work instead of on reach and dip - cuts fur p -because the light, poised pen cradies mature ally in the fingers--- no "writer's crorrs.

THAT'S WHAT SELLS RITE O WAY IN VOLUME TO EXECUTIVES AND OFFICE WORKERS - SELLS SETS FAST TO PRO-FESSIONAL PEOPLE AND HOMES!



## **FREE WINDOW AND COUNTER DISPLAY**

"To Demonstrate Is To Sell:" RITE-O-WAY bristles with sales features and this snappy counter ond window display demonstrates

## TURN THE PAGE FOR DEALS AND DISCOUNTS

ALC: AND A 1.11 11  $H(\mathbf{I})$ -A New Point If and When You Want It Marith Ileville Herible Herible Form Manifeld Man Time Medium Stuby Gregg Medium Medium eline No. R-23 No. R-232 No. R-233 No. R-237 No. R-241 No. 8-243 No. R-EX-FINE No. R.FINE No. R-MED Þ RILE-O-WAY acid-resisting Stainless Steel points are hardened, polished, and have DOUBLE TIPPED POINTS for double life (See cut.) PRICE SCHEDULE -RITE-O-WAY acid-resisting Stainless Steel A. WASS PRICE SCHEDULE DISCOUNTS 
 No. 285-Wasp RITE-O-WAY Pen Set Complete with Stainless Steel Pointed Pen.
 \$2.85

 No. 485-Wasp RITE-O-WAY Pen Set Complete with Genuine Gold, Iridium Tipped Pen.
 4.85

 No. 25-Stainless Steel Peint mounted in Potented Reservoir feed and Section.
 25
Nos. 285 and 485—Up to 6 Doz. . . 40% 6 Doz. to 1 Gross . . 40.10% I Gross er more. 50", Nos. 25 and 225-40% SUGGESTED ASSORTMENTS 
 Six Dozen Assortment

 48 No. 285 @ \$1.54
 \$73 °2

 24 No. 485 @ \$2.42
 \$2 FR

 500 Solesmoting Envelope Stuffers
 FREE

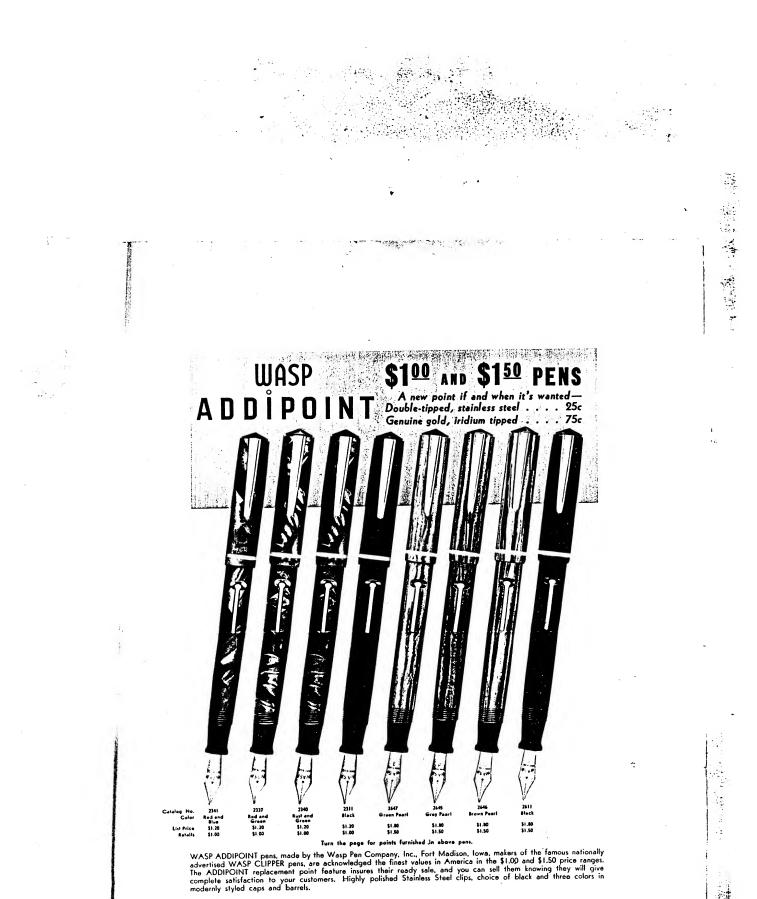
 4 Window and Counter display units
 FREE

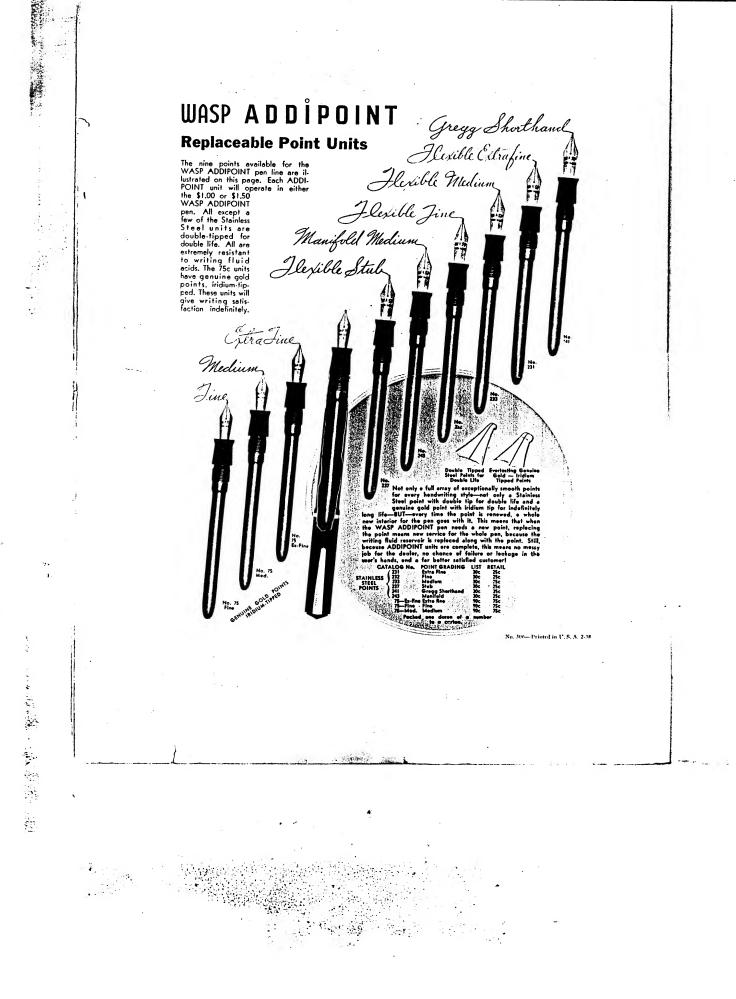
 YOUR COST
 \$13 ¢0

 Retell Price
 \$25 20

 Profit (full 40.10%)
 116.40
 ONE DOZEN ASSORTMENT de la composición de la compos AND-your profit on SKRIP for these Sets is EXTRA AND-your profit on SKRIP is EXTRA Remember — These Wasp RITE-O-WAY Pen Sets will increase your demand for Skrip — "Successor-to-Ink." You need a 2-oz. Skrip.Well to complete each set. Have you enough Skrip in Stock? Order your Skrip needs to be shipped with these sets. 44 1. ASP 1. 1. 1. 1. A.S. THE WASP PEN CO., INC. IN THE PEN CAPITAL OF AMERICA FORT MADISON, IOWA, U.S.A. SETS PEN CONTRACT, US ANALY 1

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This counter assortment is exceptionally attractive. Card holds one dozen \$1.50 WASP ADDIPOINT pens, each fitted with an ADDIPOINT sec, section and point unit of genuine gold with iridium writing tip. The genuine gold points last indefinitely, but the customer can have a new point for only 75c whenever he wants or needs it. Order this one dozen assortment, get the display card free, and watch the pens sell over your counter!

## CARRY A GOMPLETE STOCK OF WASP ADD POINT PENS

IN THIS GOOD-LOOKING CASE

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Section Section

Attractive case of sturdy wood and glass. Color scheme: brown and natural-finish wood.

• Holds one dozen \$1.00 pens. eight \$1.50 pens, one dozen ADDIPOINT units and four nationally advertised WASP CLIP-PER pens.

• This counter display mices the merchandise to the cus-tomer

• Occupies 1. and is theftered Dimensions are 131 inches white 13 y inches high and 5's inches deep. If not used on the counter can be used on a lediar. Also makes a good wind w dir play.

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ADDIPOINT COUNTER CASE ASSORTMENT No. 2546 Refail Value .\$12.00 . 12.00 . 3.90 . 2.95 . 2.09 . 3.00

and SLOS ADDIPOINT pens, essented..... onty SLOS ADDIPOINT pens, essented..... onty SLOS WASP CLIPPER pens.... onty 25:5 WASP CLIPPER pens.... onty 25:5 Steinless Steel ADDIPOINT units ADDIPOINT units. TOTAL RETAIL VALUE

> \$3.75 WASP CLIPPER pen FREE to offset cost of case TOTAL RETAIL VALUE......

> > No. 303- Printed in U. S. A. 2 38



